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An electronically originated image is converted into a modified electronic image simulating an image originated from a film system and converted into an electronically displayed image. The technique employed is based on a set of electronic camera system spectral product curves that are substantially approximated by a linear combination of a set of spectral product curves characteristic of the film system. An image is captured having red, green and blue exposure signals resulting from these electronic camera system spectral product curves, and the red, green and blue exposure signals are then converted into a modified electronic image simulating an image originated from a film system and converted into an electronically displayed image. Because of the linear approximation between the spectral product curves, the conversion step can be performed by a matrixing operation.